



KNXV

**KNXV-TV  
PHOENIX****ORDER**

Print Date 07/10/12 Page 1 of 3

Flight Dates 07/09/12-07/16/12Product**Wil Cardon for Senate 2012**Agency Com 15%Billing Contact**PO Box 288  
Alexandria, VA 22313**Sales Office EWSDCSales Region NATAgency RefOrder Sep 00:20:00Estimate # **TV: 7090716 15's**Alt Order #Billing Type CashOrder Type GENERALBilling Cycle EOM/EOCBilling Calendar BROADCASTDemographic A25-54Rev Codes POL POL CANDProduct Codes PLPriority P-3Advertiser RefContract / Revision 303931 /Original Date / Revision  
07/10/12 07/10/12Advertiser Cardon / Republican / SenatAgency Media Placement TechnologBuying Contact**500 N Washington Street - Suite #31  
Alexandria, VA 22314**Primary Account Executive  
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		
Tanya Winscott	%		

Order Share % Market ValueCompeting Station % of Order Amount

CABLE	%
KASW	%
KDRX	%
KPHO	%
KPNX	%
KPPX	%
KSAZ	%
KTVK	%
KTVW	%
KUSK	%
KUTP	%
UNKWN	100%

**Order Totals****Billing Plan**

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
July 2012	32	\$12,877.50	\$15,150.00	0.00	06/25/12	07/16/12	32	\$12,877.50	\$15,150.00
<b>Totals</b>	<b>32</b>	<b>\$12,877.50</b>	<b>\$15,150.00</b>	<b>0.00</b>					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u> Spots Amount	
E 1	KNXV	07/09/12	07/13/12	M-F 6-7am M-F 6-7am	CM	6am-7am	1-1-1--	:15/:15	3	\$250.00	P-3	0.00	BK	3	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 07/09/12	07/15/12	1-1-1--		3		\$250.00		0.00					
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
	1	KNXV	07/09/12-07/15/12	M-F 6-7am		6am-7am		M-W--F----	:15/:15	(\$250.00)	0.00	BK			
				See MG 1.4											
				[no copy yet MJ 7/6]											
	4	KNXV	07/11/12-07/13/12	M-F 6-7am		6am-7am		--WThF----	:15/:15	\$250.00	0.00	BK			



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# **KNXV-TV PHOENIX**

Contract / Revision 303931 Flight Dates 07/09/12-07/16/12

Hiatus Dates

Original Date / Revision 07/10/12/ 07/10/12

Order Sep 00:20:00

Advertiser Cardon / Republican / Sena Product Wil Cardon for Senate 2012 Estimate # TV: 7090716 15's

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KNXV	07/09/12	07/13/12	M-F 6-7am M-F 6-7am	CM	6am-7am	1-1-1--	:15/:15	3	\$250.00	P-3	0.00	BK	3	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/09/12	07/15/12	1-1-1--	3		\$250.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
①	MG	for 1.1 07/09													
2	KNXV	07/16/12	07/16/12	M-F 6-7am M-F 6-7am	CM	6am-7am	1-----	:15/:15	1	\$225.00	P-3	0.00	BK	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/16/12	07/22/12	1-----	1		\$225.00		0.00						
E 3	KNXV	07/09/12	07/12/12	M-F 7-9am M-F 7-9am	CM	7am-9am	11-1---	:15/:15	3	\$300.00	P-3	0.00	BK	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/09/12	07/15/12	11-1---	3		\$300.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	KNXV	07/09/12-07/15/12		M-F 7-9am	7am-9am		MT-Th-----	:15/:15	(\$300.00)	0.00	BK				
See MG 3.4															
[no copy yet MJ 7/6]															
4	KNXV	07/11/12-07/13/12		M-F 7-9am	7am-9am		--WTh-----	:15/:15	\$300.00	0.00	BK				
① MG for 3.1 07/09															
4	KNXV	07/16/12	07/16/12	M-F 7-9am M-F 7-9am	CM	7am-9am	1-----	:15/:15	1	\$225.00	P-3	0.00	BK	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/16/12	07/22/12	1-----	1		\$225.00		0.00						
E 5	KNXV	07/09/12	07/13/12	M-F 430pm-5pm M-F 430pm-5pm	CM	430pm-5pm	1-1-1--	:15/:15	3	\$400.00	P-6	0.00	BK	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/09/12	07/15/12	1-1-1--	3		\$400.00		0.00						
6	KNXV	07/16/12	07/16/12	M-F 430pm-5pm M-F 430pm-5pm	CM	430pm-5pm	1-----	:15/:15	1	\$450.00	P-3	0.00	BK	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/16/12	07/22/12	1-----	1		\$450.00		0.00						
7	KNXV	07/10/12	07/13/12	M-F 5pm-530pm M-F 5pm-530pm	CM	5pm-530pm	-1-11--	:15/:15	3	\$400.00	P-6	0.00	BK	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/09/12	07/15/12	-1-11--	3		\$400.00		0.00						
8	KNXV	07/16/12	07/16/12	M-F 5pm-530pm M-F 5pm-530pm	CM	5pm-530pm	1-----	:15/:15	1	\$450.00	P-3	0.00	BK	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/16/12	07/22/12	1-----	1		\$450.00		0.00						
E 9	KNXV	07/09/12	07/13/12	M-F 6pm-630pm M-F 6pm-630pm	CM	6pm-630pm	1-1-1--	:15/:15	3	\$600.00	P-3	0.00	BK	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/09/12	07/15/12	1-1-1--	3		\$600.00		0.00						
10	KNXV	07/16/12	07/16/12	M-F 6pm-630pm M-F 6pm-630pm	CM	6pm-630pm	1-----	:15/:15	1	\$450.00	P-3	0.00	BK	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/16/12	07/22/12	1-----	1		\$450.00		0.00						
11	KNXV	07/14/12	07/14/12	Sa 6pm News SA 6pm-630p	CM	6pm-630p	-----S-	:15/:15	1	\$250.00	P-3	0.00	BK	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/09/12	07/15/12	1-1-1--	3		\$600.00		0.00						
Week:		07/16/12	07/22/12	1-----	1		\$450.00		0.00						
Week:		07/14/12	07/14/12	Sa 6pm News	SA 6pm-630p		-----S-	:15/:15	1	\$250.00	P-3	0.00	BK	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/09/12	07/15/12	1-1-1--	3		\$600.00		0.00						
Week:		07/16/12	07/22/12	1-----	1		\$450.00		0.00						



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Print Date: 07/10/12

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Contract / Revision 303931 Flight Dates 07/09/12-07/16/12

Hiatus Dates

Original Date / Revision 07/10/12/ 07/10/12

Order Sep 00:20:00

Advertiser Cardon / Republican / Sena Product Wil Cardon for Senate 2012 Estimate # TV: 7090716 15's

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
11	KNXV	07/14/12	07/14/12	Sa 6pm News SA 6pm-630p	CM	6pm-630p	-----S-	:15/:15	1	\$250.00	P-3	0.00	BK	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/09/12	07/15/12	-----S-					1	\$250.00		0.00			
12	KNXV	07/15/12	07/15/12	Su 5pm News SU 5pm-530pm News	CM	5pm-530pm	-----S	:15/:15	1	\$250.00	P-3	0.00	BK	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/09/12	07/15/12	-----S					1	\$250.00		0.00			
13	KNXV	07/09/12	07/13/12	M-F 630pm-7pm M-F 630pm-7pm	CM	630pm-7pm	11--1--	:15/:15	3	\$800.00	P-3	0.00	BK	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/09/12	07/15/12	11--1--					3	\$800.00		0.00			
14	KNXV	07/16/12	07/16/12	M-F 630pm-7pm M-F 630pm-7pm	CM	630pm-7pm	1-----	:15/:15	1	\$750.00	P-3	0.00	BK	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/16/12	07/22/12	1-----					1	\$750.00		0.00			
15	KNXV	07/14/12	07/14/12	SA 630pm-7pm SA 630pm-7pm	CM	630pm-7pm	-----S-	:15/:15	1	\$450.00	P-3	0.00	BK	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/09/12	07/15/12	-----S-					1	\$450.00		0.00			
E 16	KNXV	07/09/12	07/13/12	M-F 10-1035pm 10pm News	CM	10pm-1035pm	1-1-1--	:15/:15	3	\$800.00	P-6	0.00	BK	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/09/12	07/15/12	1-1-1--					3	\$800.00		0.00			
17	KNXV	07/16/12	07/16/12	M-F 10-1035pm 10pm News	CM	10pm-1035pm	1-----	:15/:15	1	\$850.00	P-3	0.00	BK	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/16/12	07/22/12	1-----					1	\$850.00		0.00			
E 18	KNXV	07/15/12	07/15/12	Su 4pm/430pm News Su 4pm/430pm News	CM	4-430pm/430pm-5p (4:00 PM-4:30 PM)	-----S	:15/:15	1	\$150.00	P-3	0.00	BK	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/09/12	07/15/12	-----S					1	\$150.00		0.00			

\*Tax 1 Note: Tax 0.5%.

Totals 32 \$15,150.00